



# CHAMPIONIKA



Soccer

# CHAMPIONIKA **TODAY**: #1 SPORT BRAND FOR YOUTH AND FRANCHISE IN RUSSIA & CIS



## WHAT



550+ soccer  
schools

## CLIENTS



50 000+ kids  
and teens  
already  
enrolled in  
Championika

## WHERE



120+ cities in 6  
countries  
(Russia & CIS)

## STAFF



550+ coaches  
hired and  
educated



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**#1 franchise among all franchises in 2018**  
(in the most popular segment with investments below \$15 000)



**Sport and Russia Forum  
The Best Franchise in Youth Sport  
in 2016, 2017 and 2018**

(with the support of Russian Football Union (RFS), The Ministry of Sports of Russia, the State Duma Committee on Physical Culture, the Department of Physical Culture and Sports of Moscow)

- We made **top franchise program** in Russia & CIS for entrepreneurs to launch sport schools for youth
- Any franchisee could start its own business with initial investments of c. \$15 000 per region\*
- Fast launch: school could be launched **in 4 weeks** with our management company support
- Similar to Les Mills program, but with full support on each business aspect: IT, marketing, sport program, coaches selection and etc.



*Championika Entrepreneurs Community*

*\*one franchise is limited to territory with up to 200'000 inhabitants*

# CHAMPIONIKA'S CLASSES TODAY



## Rented Sport Halls, Gyms, Kindergartens and Schools



- Most popular format – around **550 locations** launched location in Russia and CIS
- Asset-light model: **no capex** to launch franchise school in 4 weeks already

## Championika-designed youth centers



- Around 10 franchise-owned Championika centers in Russia
- Dedicated sport centers designed for youth with area of c. 150-300 sq.m
- Around \$50 000 of capex to launch franchise



# CHAMPIONIKA TAKES CARE OF MULTIPLE PAIN POINTS FOR PARENTS



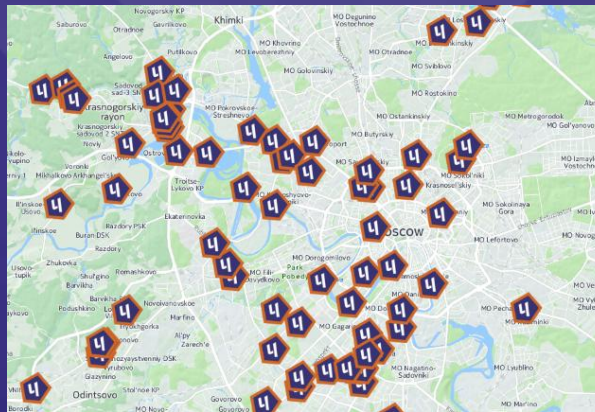
## EFFECTIVE!

- **Unique soccer program** designed especially for preschoolers and teens
- **Positive emotions** – key part of the game
- **Bright uniform, cartoon-styled diary, gifts**



## COMFORTABLE!

- **No need to waste time travelling** – classes are located next door at one of 500+ locations in Russia CIS countries



## TOGETHER!

- Active community for parents
- **Joint events for parents and youth**
- Boys and girls are taking classes together
- Our brand is supported by TOP soccer & dance stars in Russia





# CHAMPIONIKA TOURNAMENTS





# EXCLUSIVE TRAINING ACADEMY FOR COACHES PREPARING TO WORK WITH PRESCHOOLERS



- ❑ Constant quality control of the training
- ❑ Webinars to cover sports topics - 2 times a month
- ❑ All coaches taking course of first aid
- ❑ Final exam after the training

550+

Coaches engaged

35+

Organized trainings

40+

Teaching hours per one  
training

# CHAMPIONIKA – WELL-KNOWN BRAND #1 IN RUSSIA & CIS FOR YOUTH SPORT



SUPPORTED BY TOP CLASS  
PLAYERS & EXPERTS



**Igor Akinfeev**  
Goalkeeper and Captain  
of the Russian National Team  
Star of 2018 WC

*«Championika has worked out very good methodics to work with children. It helps to develop kids since 3 years. The most important thing for kids is to love sport in this young age, so they would be strong and athletic»*



**Dmitry Alenichev**  
Ex-Head Coach of FC Spartak  
Former Player of the  
Russian National Team

*«Kids should be get used to a ball from the age of three. I will be very happy to see players from Championika project during selection process for Spartak Academy. We are the one team with Championika!»*

and etc...

SUPPORTED BY TOP BRANDS,  
ORGANISATIONS AND MEDIA

SPORT  
BRANDS



**Russian Football Union**  
Championika is the only project in Russia that has officially approved its methodics for kids 3-7 y.o.

**JÖGEL**  
**World Class**

MEDIA

**Forbes**



**МАЯК**

KIDS  
BRANDS

**NICKELODEON**

**HiPP**  
ORGANIC



**myToys.ru**